



Invitation to Exhibit in the USA Pavilion

International Food and Drink Exhibition (IFE)
London, England

March 18-21, 2007

THE SHOW	IFE, held biennially, is the United Kingdom's largest international food and drink exhibition and one of the top five food exhibitions in the world.
VENUE	ExCel, Royal Docks – London, England
DATES	March 18–21, 2007 (Sunday-Wednesday)
VISITORS	At IFE 2005 more than 27,000 visitors attended, representing every sector of the food and drink industry including catering (24%), food and drink manufacturers (18%), retailers (17%), wholesalers and distributors (20%), goods and services (4%), and government (2%). Some 3,461 visitors were from Western Europe.
USA PAVILION	At IFE 2005, the USA Pavilion was the largest non-European pavilion. The U.S. Department of Agriculture will once again organize a USA Pavilion complete with a selection of booth packages, a business lounge, and the camaraderie and synergy that a USA Pavilion brings.
MARKET	The United Kingdom is currently the 7th largest export destination for U.S. agricultural products and is the largest importer in the European Union. U.S. exports to the United Kingdom increased to \$1.47 billion in 2005, making it the leading export destination in the European Union for U.S. products. Consumer-oriented products remain the most important sector amounting to 42 percent (\$621 million) of total U.S. exports of agricultural, fish and forestry products to the United Kingdom. High-value food and drink products boosted strong export performance in 2005. Stand out categories included fruit, vegetables, and tree nuts. All achieved record-breaking export sales in 2005. Snack foods were another star performer, notching a jump in sales of approximately 30 percent.
BEST PRODUCT PROSPECTS	Wines, beer, tree nuts, processed fruits and vegetables, fresh fruit, sauces and marinades, confectionery, health foods, snack foods, non-soy vegetable oil, organic products, soft drinks, bakery ingredients, seafood and frozen foods
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